

Indian Country Tourism USA

“A conference and trade show about ***People, Culture, Heritage and Place***”

**September 25-28, 2002
Denver, Colorado**

Agenda at a Glance

Wednesday, September 25

- Renaissance Hotel Check-In
- Affiliate Organizations Meetings

Thursday, September 26

- Trade Show & Marketplace Setup
- Tourism Matchmaking Sessions
- Affiliate Organizations Meetings
- Conference Registration
- Welcoming Reception, Colorado Host

Friday, September 27 -

- Keynote Plenary Session
- Trade Show & Marketplace
- Conference Tracks
 - Tourism Programs for Gaming Tribes
 - The Lewis & Clark Bicentennial Opportunity
 - Building Sustainable Community Enterprises
 - Partnering for Success...Local, State, National
- Banquet, Entertainment and NTA Awards

Saturday, September 28

- Keynote Plenary Session
- Trade Show & Marketplace
- Conference Tracks
 - Education, Skills Training, Technical Assistance
 - Marketing Indian Country as a Destination
 - Integrating Art, Culture, Heritage and Place
 - Creating International Connections
- Social Powwow

Purpose

There continues to be a strong and growing interest in cultural heritage tourism, representing significant opportunities for American Indian/Aboriginal groups and individuals to successfully tap into mainstream tourism markets. Native peoples, using ancient knowledge and traditions supported by modern skills, can effectively create attractive tourism programs that are culturally, ecologically and economically sustainable. This conference will explore those issues and much more as we seek ways to work together on a local, regional, national and global basis to improve the well-being of our communities, our natural resources and our shared cultural heritage.

Who Should Attend?

Indian Country Tourism USA should be attended by Native/Aboriginal people with interests in tourism, hospitality, economic development, resource management, arts, culture, education, events, recreation and museums...both on and off reservation. We welcome tribal colleges, domestic and foreign tour buyers, local, state, regional and national tourism agencies, educators, students, federal agencies, arts/cultural institutions, museums, heritage centers and any other individual or organization that can benefit from collaboration with Indian Country Tourism. Travel writers and media are invited to attend.

Conference Highlights

- **Matchmaking sessions** bring together tour buyers and tour suppliers in an environment where relationships can be established and business can be conducted.

- **Keynote plenary sessions** present nationally prominent speakers offering thought-provoking commentary on issues such as cultural property protection, community revitalization, global marketing and guarding your natural resources.
- **Eight conference tracks** provide delegates with useful information on a variety of highly relevant subjects such as sustainable community development, cultural tourism and gaming, international marketing and much more.
- **Trade show** presents the wonderful attractions and visitor amenities of Indian Country, as well as those tribes, businesses, institutions and organizations that offer services and support to Indian Country.
- **Marketplace** of Native/Aboriginal art, crafts and merchandise presents goods created by small businesses that strive to share in the economic successes of Indian Country Tourism.
- **Affiliate groups**, organizations, agencies, associations, foundations, societies are invited to hold their meetings in the Renaissance hotel on Wednesday, Thursday and Sunday. Free meeting space is available.
- **Welcoming reception** is organized and presented by members from communities, groups and organizations in the Denver metropolitan area, including Native people from tribal nations resident to the great state of Colorado.
- **Banquet** offers an excellent dinner and unique entertainment from Indian Country. NTA will provide inaugural **awards** to thoughtfully selected individuals and businesses in the field of Native Tourism.
- **Social powwow** in the hotel will wrap up the conference with a relaxing evening of song and dance to both northern and southern drum groups. Special dance performances will highlight the powwow.

Registration

Register online at www.nativetourismalliance.org/conference.htm.

Call (303)661-9819, fax (303)664-5139, e-mail conference@indiancountry.org.

Conference fee of \$300.00 includes reception, luncheons, banquet and conference bag.

Trade Show exhibit fee of \$300.00 includes 10'x10' booth.

Marketplace exhibit fee of \$150.00 for Indian art/craft/merchandise includes 8' table.

Check or money order payable to Native Tourism Alliance.

Credit cards accepted. American Express, Visa, MasterCard.

Lodging

Call the Renaissance Denver Hotel early for special \$59.00 rates, (303)399-7500.